



Mid-Atlantic Renewable Energy Coalition

Building consumer demand for clean, renewable energy

LMOP Green Power Workshop

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What is MAREC?

- **MAREC organized in January, 2001 to build consumer demand for green power in the Mid-Atlantic region so that there will be substantial new development.**
- **Professional mass marketing campaign.**
- **Raised about \$1 million from renewable energy businesses, government, foundations and nonprofit sustainable development funds.**
- **Campaign kick-off 1st quarter 2002**

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Remember One thing!

**IF THEY DON'T BUY
IT, YOU WON'T
BUILD IT OR SELL
IT!**

Selling Green Power

- **Required PURPA: Forget it**
- **Lowest price energy: Not now**
- **RPS: Needs public support and/or market demand**
- **Consumer demand drives market and public policy:**
 - **Consumer: Landfill methane is not sexy but is less expensive green in a green blended product.**

Consumer Awareness (Not!)

- **Know dirty air is a serious problem and want cleaner air.**
- **Don't know electricity a main cause.**
- **Don't know can buy cleaner power.**
- **Little attention to issue.**
- **Skeptical of claims.**
- **Willing to pay but price is important.**

How to do it:

- **Paid TV ads 1st quarter in Philadelphia and Pittsburgh media markets will reach over 50% target 15-30 times in 21 PA counties, 8 in NJ, 1 in DE, 1 in MD and 2 in WV.**
- **Radio and print PSA in all markets**
- **Drive consumer to website with direct links to sellers of renewable generation.**

How does MAREC work?

- **Coalition of members.**
- **Directed by Executive Committee.**
- **Managed by PennFuture, an IRC 501(c)(3) . Funds held in segregated accounts, quarterly statements.**
- **Big Hits: \$398,000 SDF; \$115,000 DOE and PA DEP; \$100,000 Heinz; \$100,000 renewable businesses.**

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What's In it for You?

- **Help build your market; invest in future sales and profits.**
- **Leverage \$ from your competitors, partners, nonprofits and government.**
- **Don't be free-rider; receive public and industry recognition of your contribution.**



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